

## ABSTRACT OF THE DISCLOSURE

The present invention provides a system and method for providing a sales professional with the ability to create and tailor web-sites comprising rich media content for a potential customer. In this manner a potential customer is presented with a personalised sales message thereby possibly increasing the potential for a sale. The present invention provides an end-to-end integrated system enabling this procedure. Initially, the system enables the obtaining of information relating to potential customers (end users) who may be directed to a personalised sales web-site. Using this collected information and previously collected customer information from other sources or previous interactions, the system creates and directs a potential customer to a personalized web-site for the particular sales campaign. During a customer's interaction with the personalized sales web-site, information relating to this customer is additionally collected and stored within the system enabling the system to personalize future sales campaigns directed to this particular customer. Optionally, the system may also be used in a web-conference, simplifying the experience of rich media and posting progress on the personalised sales web-site, thereby potentially enabling other members of the sales team to be aware of client interactions through the access of this personalised sales web-site.